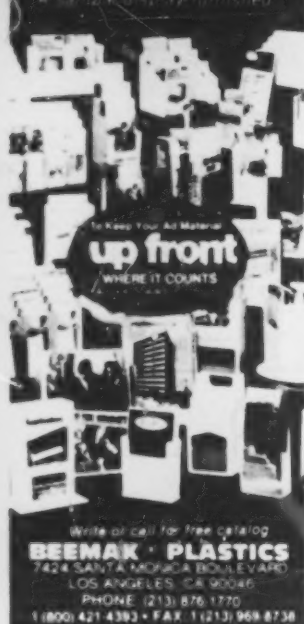


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Circle ReaderService #36

B-O-C cuts cost \$1,300 a car; goal is \$2,230

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

FLINT, Mich. — General Motors' Buick-Oldsmobile-Cadillac Group has slashed more than \$1,300 from the cost of building each car.

J.T. Battenberg III, who was named B-O-C group executive in July, said that since 1986, the group has reached nearly 60 percent of its goal of cutting \$2,230 of cost from each car it builds, putting the group ahead of schedule for meeting its 1990 deadline.

Battenberg said B-O-C has identified areas that will account for more than half of the remainder of the cut, and those cuts will be implemented in the next year.

"The job is not finished yet," Battenberg said. "It's going to be very challenging, but we feel confident that we not only can, but must, accomplish it."

Battenberg expects Attachment C of the UAW contract with GM to help B-O-C make further progress in cost and quality. Attachment C requires that plant management and local union representatives devise detailed plans for making their plant competitive in every aspect.

"They are very comprehensive, covering the whole business of the plants — from productivity, quality, enhancement of the product to the future of the organization," Battenberg said.

Battenberg and Donald Ephlin, UAW vice president in charge of the GM department, have reviewed the plans from B-O-C's 10 assembly plants and 26 manufacturing facilities. Once they are approved, implementation begins.

"There will be a continuous process of review by the UAW and management over time," Battenberg said. "We'll just continue to work through that process until we obtain the world-class standards and objectives we've established."

Each manufacturing and engineering division within B-O-C has a specific dollar goal for cutting costs; the \$2,230 is an average for the four manufacturing divisions.

For example, the Flint automotive division, which Battenberg headed until his promotion in July, has attained about 60 percent of its goal of cutting \$2,500 per vehicle and has identified 80 percent to 90 percent of the remainder. The Flint division produces C- and H-cars at assembly plants in Orion Township, Ypsilanti (Willow Run), and Flint (Buick City), all in Michigan; and in Wentzville, Mo.



AUTOMOTIVE NEWS JOE WILSON

Battenberg: "We're setting new records each month with our customer satisfaction index."

The C-cars are Buick Electra, Cadillac DeVille and Fleetwood and Oldsmobile 98. The H-cars are Pontiac Bonneville, Oldsmobile Delta 88 and Buick LeSabre.

The Lansing automotive division, meanwhile, is halfway to its goal of cutting \$1,800 from each car it produces. The division produces J- and N-cars at plants in Lansing, Mich.; Lordstown, Ohio; and Janesville, Wis.

The J-cars are Chevrolet Cavalier, Pontiac Sunbird and Buick Skyhawk. The N-cars are Pontiac Grand Am, Buick Skylark and Oldsmobile Cutlass Calais.

The B-O-C powertrain division and Cadillac, which operates both the Reatta Craft Centre in Lansing and the Detroit-Hamtramck plant, where GM's luxury cars are made, also have goals, but they have not been revealed publicly.

While cutting costs, B-O-C has boosted quality dramatically, Battenberg said. Internal audits show monthly improvement, he said. Cars produced at the Buick City complex in

Flint have topped the quality list, even surpassing cars built at the GM-Toyota joint-venture plant, New United Motor Manufacturing Inc., which traditionally maintained the No. 1 ranking.

"We're setting new records each month with our customer satisfaction index," Battenberg said. "We've been seeing the improvements; now we're seeing the hard facts to support them."

Public perception of the improved quality has yet to catch up with reality, Battenberg said. However, he sees that changing.

"We are seeing the critics finally beginning to say we were right," he said. "We knew our products were improving. Now it's beginning to be documented."

Battenberg points with particular satisfaction to the most recent survey by J.D. Power and Associates of Agoura Hills, Calif. Power's highly publicized quality and customer satisfaction surveys had been a frequent reminder of GM's failings with customers.

But a Power survey published in September ranked Cadillac, Buick and Oldsmobile seventh, eighth and ninth, respectively, in product quality. The three surpassed Honda, which fell to 10th place, and were the only domestic nameplates among the top 10.

Battenberg said work on the Attachment C plans has been beneficial beyond quality and cost improvement.

"If nothing else, they've allowed everyone to talk on a common plane about the business and the degree of difficulty the business is going to face in the future," he said. "It's no longer speculative or subjective; it's objective. It reduces the business to meaningful, quantitative elements."

Through the process, the union has become a true partner in the business, he said. A UAW representative attends Battenberg's monthly staff meetings, for example.

"The whole way to run a business has changed," he said. "They are invited to participate in discussions and debate that surround the business."

Battenberg admits it is difficult for some managers to accept that new role for workers.

"It's very difficult for those who are authoritative in their style and are not used to sharing or who are not willing to use participative management," he said. "We're trying to sort those people out."

September sales rise 7% for Big 3 cars in Canada

Despite continuing predictions of a slowdown in Canadian car sales, the Big 3 posted a combined increase for September and the year-to-date period.

Big 3 car sales were up 7.19 percent for the month and 2.43 percent for January-September, compared with a year ago.

Also, total sales of domestic and imported cars and trucks rose 2.31 percent for the month and 2.90 percent for January-September.

Chrysler posted the largest car-sales gain for the month with a healthy 21.34 percent rise in its North American-built cars.

Fourteen of the 18 import car makes suffered sales declines in September. Yet, three of the importers that showed gains posted significant increases: Chrysler's imports were up 38.68 percent; Toyota, 24.02 percent; and Honda, 22.62 percent.

Among the losers in import sales, GM was down the most on both a unit and percentage basis, plummeting 59.66 percent. The decline was due largely to the expiration of a Chevrolet Sprint/Pontiac Firefly incentive program. GM's year-to-date import sales, however, were 15.55 percent ahead of 1987.

Other losers were Suzuki, down 50.98 percent for the month; Volkswagen, 36.98 percent; Subaru, 35.64 percent; Ford, 32.03 percent; and Hyundai, 29.01 percent.

Overall, sales of North American-built cars, including Honda and Volvo, increased 9.10 percent for September and 2.93 percent year-to-date. Import sales slipped 13.81 percent compared with September 1987, and 5.74 percent compared with the first nine months of 1987.

Total car sales were virtually identical to last year's figures, both for September and for nine months. Sales were down a minuscule 0.47 percent for September but up 0.06 percent for the year.

Total domestic and import truck sales were up a healthy 9.11 percent for the month and 8.01 percent for the year.

Domestic-truck sales continued to boom, led by Chrysler on both a unit and percentage basis. Chrysler was up 21.23 percent for September and 47.58 percent year-to-date. September was Chrysler's 19th consecutive record month.

Ford was up 6.91 percent for the month, and GM, with its best September truck month in nine years, rose 6.22 percent.

Import-truck sales were mixed, with four of eight importers reporting higher sales. Among the volume truck importers, Nissan gained 14.00 percent for September but was down 8.46 percent for the nine-month period. Toyota's sales were down 13.26 percent for September and 4.52 percent year-to-date.

CANADIAN CAR AND TRUCK SALES

Domestic cars	Sept. 1988	Sept. 1987	9 mos., 1988	9 mos., 1987
General Motors	22,975	22,329	270,736	269,971
Ford	13,589	12,982	151,613	145,421
Chrysler	11,016	9,078	118,185	112,296
Honda	2,386	1,463	12,084	6,785
Volvo	263	189	1,937	1,831
Domestic car total	50,239	46,041	554,155	536,284
Import cars	Sept. 1988	Sept. 1987	9 mos., 1988	9 mos., 1987
Toyota	7,192	5,799	55,295	52,129
Honda	4,416	3,603	46,636	46,187
Hyundai	2,912	4,102	24,177	40,110
Nissan	2,887	2,852	23,989	27,522
Volkswagen	2,024	4,164	27,516	30,941
Mercedes	2,335	2,806	22,531	20,368
General Motors	1,715	4,251	21,761	16,832
Chrysler	1,311	1,003	5,540	6,037
Subaru	65	1,302	6,094	5,567
Ford	72	1,077	5,258	7,907
Volvo	357	369	2,958	4,201
BMW	435	449	3,985	3,756
Mercedes-Benz	335	344	3,330	3,462
Suzuki	185	499	5,933	2,446
Jaguar	185	176	1,686	2,006
Jeep	109	112	1,084	1,251
Lada	70	88	708	585
Shoda	27	88	282	500
Import car total	29,482	33,912	296,343	274,884
TOTAL — ALL CARS	79,721	80,000	850,498	811,168
Domestic trucks (including vans)	Sept. 1988	Sept. 1987	9 mos., 1988	9 mos., 1987
GM	11,311	11,119	299,572	298,764
Ford	10,783	10,067	115,439	105,378
Chrysler	8,484	6,982	85,455	65,582
Domestic truck total	30,578	28,168	499,466	469,724
Import trucks (including vans)	Sept. 1988	Sept. 1987	9 mos., 1988	9 mos., 1987
Nissan	1,330	1,193	11,569	12,788
Toyota	1,240	1,440	10,351	11,165
Mercedes	774	825	6,785	6,100
Suzuki	505	257	4,063	2,425
GM	276	47	1,188	375
Chrysler	258	329	2,374	2,791
Volkswagen	22	132	225	1,041
Lada	14	53	119	87
Import truck total	5,429	4,452	49,684	42,739
TOTAL — ALL TRUCKS	36,007	32,620	549,150	512,463

SALES

DOMESTIC CAR SALES

	Oct. 21, to Oct. 31, 1988	Same Period, 1987	Oct. 1988	Same Month, 1987	Jan. 1 to Oct. 31, 1988	Same Period, 1987
Alliance	0	472	0	1,371	4,418	21,954
Eagle	0	234	0	522	1,382	3,567
Premier	1,535	0	4,248	0	33,934	0
Total Eagle	1,535	706	4,248	1,893	36,744	25,521
Horizon	1,674	1,012	4,863	1,893	54,213	41,577
Sundance	2,887	2,293	7,859	5,104	74,271	65,542
Turismo	0	151	0	536	1,115	16,425
Reliant	3,215	4,237	9,567	10,516	96,584	85,402
Caravelle	130	960	431	2,587	12,511	31,158
Gran Fury	348	296	806	720	11,441	6,671
Total Plymouth	8,254	8,949	23,526	21,358	250,135	245,894
Laser	0	0	0	0	0	4,308
LeBaron K	202	1,469	679	3,582	19,579	48,678
LeBaron J	2,640	4,008	6,173	10,229	85,015	70,002
LeBaron GTS	270	646	910	1,584	14,045	26,984
Fifth Avenue	655	3,255	1,856	7,902	32,758	47,525
New York C	3,021	825	8,156	1,422	64,473	1,517
New York E	49	1,109	86	2,637	14,467	45,925
Total Chrysler	6,837	11,352	17,860	27,356	230,335	244,919
Omni	1,752	883	4,787	1,645	52,308	32,984
Shadow	3,310	2,549	8,382	5,421	77,733	65,861
Charger	0	144	0	505	1,022	17,570
Daytona	1,610	1,563	4,870	3,792	63,567	33,279
Aries	3,608	4,202	10,199	9,678	87,392	80,371
Lancer	188	286	784	883	9,291	19,935
Diplomat	460	527	1,350	1,253	17,923	10,633
Dynasty	2,678	240	7,877	466	63,086	501
Dodge 600	106	1,335	490	3,109	11,489	30,569
Total Dodge	13,912	11,729	38,739	26,754	383,431	291,803
CHRYSLER MOTORS	30,536	32,736	84,373	77,359	903,645	808,137
Escort	11,144	12,267	33,884	29,966	328,494	335,606
Mustang	4,462	5,099	12,701	13,458	146,332	149,090
Tempo	7,588	4,284	25,041	0,776	241,737	181,220
Taurus	10,582	9,779	26,145	21,572	315,062	296,133
Thunderbird	1,995	4,086	6,072	10,912	103,434	113,541
Probe	4,145	0	11,596	0	57,243	0
Crown Victoria	2,990	3,648	9,513	9,545	97,586	101,128
Total Ford Div.	42,906	39,163	126,952	95,229	1,289,898	1,176,718
Lynx/Tracer	1,796	2,002	4,687	4,818	50,971	59,195
Topaz	2,911	1,336	8,258	3,238	76,687	53,657
Sable	3,270	3,310	8,112	8,036	101,660	86,970
Cougar	1,333	3,194	4,436	7,684	91,402	96,248
Marquis	0	0	0	0	0	2,510
Grand Marquis	3,718	3,936	10,340	10,444	98,056	96,830
Total Mercury	13,028	13,776	35,833	34,220	418,776	395,410
Continental	2,168	116	4,789	387	35,501	10,521
Lincoln	2,944	5,376	10,100	12,078	103,090	104,435
Mark VII	837	1,069	2,249	2,585	18,538	22,809
Total Lincoln	5,949	6,561	17,118	15,050	157,129	137,765
Total L-M Division	18,977	20,339	52,951	49,270	575,905	533,175
FORD MOTOR CO.	61,883	59,502	179,903	144,496	1,865,803	1,709,893
Skyhawk	786	1,372	1,975	3,080	22,682	33,098
Somerset/Skyhawk	1,256	1,470	3,589	3,961	50,853	59,888
Century	4,807	4,565	12,512	10,335	106,952	130,342
Regal	3,441	3,214	9,776	7,032	105,022	46,897
LeSabre	3,765	3,577	10,708	9,702	119,434	122,400
Reatta	233	0	635	0	3,394	0
Electra	2,347	2,182	6,813	6,183	71,897	66,186
Riviera	595	497	1,438	870	8,337	14,715
Total Buick	17,230	16,877	47,446	41,163	488,571	473,438
Cimarron	92	241	286	649	5,419	11,152
Allante	55	115	161	242	2,797	1,893
Seville	768	863	1,900	1,694	17,908	17,556
Deville	4,124	6,712	13,961	13,776	126,101	126,765
Brougham	1,051	1,805	3,120	6,974	39,547	48,241
Eldorado	941	817	2,460	1,603	25,782	16,961
Total Cadillac	7,031	10,553	21,888	24,938	217,534	222,468
Chevette	0	41	0	140	205	16,782
Novo	1,050	2,118	5,031	5,722	89,776	127,289
Cavalier	7,753	8,236	24,386	19,823	254,811	255,457
Camaro	2,690	2,578	7,542	6,378	82,257	104,800
Celebrity	5,997	9,070	17,679	23,995	210,629	264,824
Corsica/Beretta	7,826	6,086	22,888	15,929	330,315	182,107
Monte Carlo	249	2,295	920	6,179	27,571	54,619
Caprice	5,364	4,722	15,180	11,219	143,713	151,523
Corvette	626	1,016	1,735	2,644	20,186	21,107
Total Chevrolet	31,555	36,172	95,371	92,029	1,159,463	1,178,468
Frenza	84	635	273	1,649	8,215	15,051
Calais	2,822	2,908	7,513	6,797	89,312	89,647
Outlook Ciera	6,338	6,663	18,206	15,950	205,807	214,574
Outlook Supreme	2,959	2,762	10,300	6,062	95,533	83,486
Olds 86	4,388	4,313	12,395	11,400	136,541	148,175
Olds 98	1,951	2,313	5,377	6,305	62,179	59,667
Tornador	300	502	967	1,028	13,252	14,357
Total Oldsmobile	18,842	20,096	55,031	49,199	610,839	624,937
iero	239	815	1,183	1,789	22,788	37,920
Pontiac 1000	0	35	0	105	154	4,720
Sunbird	2,818	1,842	8,027	4,008	71,767	68,897
Firebird	1,416	1,809	4,233	3,949	50,613	65,060
Grand Am	7,195	7,665	19,100	20,387	182,720	182,781
Pontiac 6000	2,599	3,971	7,556	9,672	82,664	102,150
Grand Prix	3,026	372	9,595	908	84,014	12,429
Bonneville H	2,734	3,491	8,173	8,437	91,885	84,372
Paris/Safari	153	279	494	734	5,882	8,811
Total Pontiac	20,170	20,079	58,361	49,989	602,487	567,120
GENERAL MOTORS	94,828	103,777	278,087	257,318	3,078,894	3,066,431
HONDA	14,354	14,862	32,713	28,046	310,597	262,513
Civic	6,373	1,348	13,299	2,063	98,692	73,164
Accord	7,981	13,514	19,414	25,983	211,905	189,349
MAZDA	1,854	158	3,153	158	26,193	158
NISSAN	2,573	3,531	5,618	8,188	97,578	109,307
TOYOTA	3,937	2,200	5,956	4,119	51,208	34,146
VOLKSWAGEN*	0	2,241	0	4,189	24,939	54,033
DOMESTIC TOTAL	209,967	218,807	589,815	523,876	6,358,855	6,044,618
IMPORT TOTAL	242,448	273,624	2,565,003	2,610,148		
INDUSTRY TOTAL	632,263	797,500	8,923,858	8,654,766		

*—U.S.-built Volkswagen models sold after June 30, 1988, are included in import totals.

FROM PAGE 1
cluding General Motors, have geared-up fourth quarter production schedules.

Dealers surveyed had a variety of viewpoints. Some were worried about their inventories. "Sales are fabulous, but our inventory is really low," said David Lee, general sales manager for Golden Oldsmobile, Port Richey, Fla.

Sales and inventories were off sharply in October for Fairfax Chrysler-Plymouth, Fairfax, Va., according to Tony Cueva, sales manager. And at Santa Monica (Calif.) Ford, owner and general manager Bob Karlin said he had about a 90-day supply but inventory was uneven and he needed more Mustangs and Probes.

MARKET SHARES, OCT. 1988

	Total Sales	Pct. of Total
SUBCOMPACT	78,127	9.39
COMPACT	174,067	20.99
INTERMEDIATE	223,121	26.80
STANDARD	110,186	13.24
SPECIALTY	3,714	0.45
IMPORT	242,448	29.13
TOTAL	632,263	100.00

In October, new domestic and imported car deliveries rose 4.36 percent to 832,263 from 797,500 sold in October 1987.

Sales of U.S.-built cars climbed 12.59 percent to 589,815 compared with last year's 523,876. Six of the seven domestic carmakers reported

gains. Nissan was the only loser.

Import-car sales were the inverse of domestic deliveries in October. They fell 11.39 percent to 242,448, compared with 273,624 a year ago.

The Big 3's share of the U.S. car market rose 5.22 percentage points in October. With their captives, they took 68.75 percent of the market compared with 63.53 in October 1987.

General Motors' share including captives climbed a point to 34.97 percent compared with 33.97 percent a year ago. Ford gained 3.75 percentage points to 22.42 vs. 18.67 percent in 1987. Chrysler Motors' share with captives rose to 11.36 percent vs. 10.91 percent in 1987.

Foreign carmakers' share dropped to 31.25 percent in October compared with 36.47 percent last year. The Japanese import share slipped 3.44 percentage points to 23.92 percent from 27.36 percent a year ago. European carmakers' share dipped 1.13 points to 5.38 percent from 6.51 percent and the Korean share edged down about half a point.

October began with two upbeat 10-day domestic sales periods and an overall gain of 24.51 percent. But in the final 10-day period, U.S.-built car sales slipped 4.04 percent.

For the month, the Big 3 reported healthy increases in deliveries of domestic cars.

Ford's U.S.-built car deliveries surged 24.50 percent; Chrysler's rose 9.07 percent and GM's were up 8.08 percent.

Transplants Toyota, Honda and Mazda also reported solid gains in October. Toyota sold 44.65 percent more U.S.-built cars than it did last year; Honda was up 16.64 percent; and Mazda increased its domestic deliveries nearly 20-fold. Last October, it was just starting to sell cars made in the United States.

Among the imports, Honda's upscale Acura Division sales were virtually flat, and deliveries of Honda's imported Civics and Accords dropped 28.34 percent.

IMPORTED CAR SALES

	Oct. 1988	Oct. 1987	10 Mos. 1988	10 Mos. 1987
Acura	10,101	10,024	108,333	90,291
Alfa Romeo	222	492	3,885	5,496
Audi	1,947	1,944	20,282	37,183
BMW	6,262	7,403	59,548	74,804
Chevrolet	6,852	10,327	101,316	113,964
Chrysler	691	767	8,863	10,002
Daihatsu	1,017	0	9,583	0
Dodge	3,858	4,135	45,640	50,478
Ford	4,799	3,400	58,285	19,814
Eagle	2,275	1,260	14,710	10,753
Honda	23,972	33,453	211,883	244,381
Hyundai	16,232	20,714	225,198	226,191
Isuzu	1,539	2,472	21,399	33,075
Jaguar	1,849	1,970	16,762	18,310
Maserati	42	75	691	769
Mazda	16,405	20,368	190,928	189,113
Mercedes-Benz	6,671	7,609	70,576	75,408
Mercury	1,898	1,015	13,670	12,820
Mitsubishi	4,827	5,193	60,100	58,086
Nissan	20,803	33,094	295,818	348,483
Pontiac	574	615	5,668	7,595
Plymouth	3,367	3,522	40,830	45,553
Porsche	6,039	3,042	52,094	29,990
Pontiac	1,033	1,480	13,494	20,793
Saab	2,843	3,902	32,702	39,037
Sterling	600	1,433	8,092	12,215
Subaru	15,194	17,745	131,614	147,114
Suzuki	16	0	16	0
Toyota	57,797	55,361	505,625	459,876
Volkswagen	12,637	10,765	124,637	109,750
Volvo	8,080	8,438	84,759	96,036
Yugo	2,006	3,606	28,012	42,768
TOTAL	242,448	273,624	2,565,003	2,610,148

*—Volkswagen totals include U.S.-built models sold after June 30, 1988.

Oct. charts compiled by Karen DeLorenzo

U.S. CAR SALES BY MARKETING UNITS

	Oct. 1988	Percent Share	Oct. 1987	Percent Share	10 Mos. 1988	Percent Share	10 Mos. 1987	Percent Share
Alfa Romeo	222	0.03	492	0.06	3,585	0.04	5,496	0.06
American Honda	66,786	8.02	71,523	8.97	630,823	7.07	597,185	6.90
BMW	6,262	0.75	7,403	0.93	59,548	0.67	74,804	0.86
Buick	47,446	5.70	41,163	5.16	488,571	5.47	473,438	5.47
Cadillac	21,888	2.63	24,938	3.13	217,534	2.44	222,468	2.57
Chevrolet	102,223	12.28	102,356	12.83	1,260,779	14.13	1,292,432	14.93
Chrysler	18,551	2.23	28,123	3.53	239,196	2.68	254,921	2.95
Daihatsu	1,017	0.12	0	0.00	9,583	0.11	0	0.00
Dodge	42,597	5.12	30,889	3.87	429,071	4.81	342,281	3.95
Eagle	6,523	0.78	3,153	0.40	54,454	0.61	36,274	0.42
Ford	131,751	15.83	98,629	12.37	1,348,163	15.11	1,196,532	13.83
Hyundai	16,232	1.95	20,714	2.60	225,198	2.52	226,191	2.61
Isuzu	1,539	0.18	2,472	0.31	21,399	0.24	33,075	0.38
Jaguar	1,849	0.22	1,970	0.25	16,762	0.19	18,310	0.21
Lincoln	17,118	2.06	15,050	1.89	157,129	1.78	137,765	1.59
Maserati	42	0.01	75	0.01	691	0.01	769	0.01
Mazda	19,558	2.35	20,526	2.57	217,121	2.43	189,271	1.96
Mercedes	6,671	0.80	7,600	0.95	70,576	0.79	75,408	0.87
Mercury	37,731	4.53	35,235	4.42	432,446	4.85	408,230	4.72
Mitsubishi	4,827	0.58	5,193	0.65	60,100	0.67	58,086	0.68
Nissan	26,421	3.17	41,282	5.18	393,394	4.41	457,790	5.29
Oldsmobile	55,031	6.61	49,199	6.17	610,839	6.85	624,937	7.22
Peugeot	574	0.07	615	0.08	5,688	0.06	7,595	0.09
Plymouth	26,893	3.23	24,878	3.12	290,985	3.26	291,447	3.37
Pontiac	64,400	7.74	53,031	6.85	654,581	7.34	597,110	6.90
Porsche	1,033	0.12	1,480	0.19	13,494	0.15	20,793	0.24
Saab	2,843	0.34	3,902	0.49	32,702	0.37	39,037	0.45
Sterling	600	0.07	1,433	0.18	8,092	0.09	12,215	0.14
Subaru	15,194	1.83	17,745	2.23	131,614	1.47	147,114	1.70
Suzuki	16	0.00	0	0.00	16	0.00	0	0.00
Toyota	63,755	7.66	59,480	7.46	556,833	6.24	494,022	5.71
Volvø	8,080	0.97	6,438	0.81	84,759	0.95	96,036	1.11
VWøA	14,584	1.75	16,898	2.12	169,858	1.90	200,966	2.32
Yugo	2,006	0.24	3,602	0.45	28,012	0.31	42,768	0.49
TOTAL	832,263	100.00	797,500	100.00	8,923,858	100.00	8,654,766	100.00
TOTAL GM	290,988	34.97	270,687	33.95	3,232,304	36.22	3,210,385	37.09
TOTAL FORD	186,600	22.42	148,914	18.67	1,937,738	21.71	1,742,527	20.13
TOTAL CHRYSLER	94,564	11.36	87,043	10.91	1,013,688	11.36	924,923	10.69
TOTAL JAPANESE	199,113	23.92	218,221	27.36	2,020,863	22.65	1,956,543	22.61
TOTAL EUROPEAN	44,766	5.38	51,921	6.51	494,047	5.54	594,197	6.87
TOTAL KOREAN	16,232	1.95	20,714	2.60	225,198	2.52	226,191	2.61

PRODUCTION

Car output for month is 6-year low

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

U.S. auto production totaled 667,208 in October, the lowest for that month since 1982 when 415,197 were built.

The 1982 total was affected by downtime at several plants for inventory adjustment and model changeover.

Last month's output was 7.16 percent more than September's 622,616 but was slightly below (0.61 percent) the year-ago month's 671,316.

Last week's scheduled assembly of 165,505 cars was 1.96 percent more than the prior week's 162,323 and 4.72 percent more than the year-ago week's 158,044.

Automakers built their six-month car of the year last Friday, one day behind 1987. So far this year, 6,027,376 cars have been assembled, 1.49 percent below 6,118,681 a year ago.

Companies shared last week's targeted production as follows: General Motors, 51.69 percent; Ford Motor Co., 23.53 percent; Chrysler Motors, 14.80 percent; Honda of America Manufacturing Inc., 4.53 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.45 percent; Nissan Motor Manufacturing Co. U.S.A., 1.24 percent; and New United Motor Manufacturing Inc., 0.76 percent.

October's truck output of 355,438 dipped 1.82 percent from the September total of 362,011 and fell 3.78 percent from the year-ago month's 369,394.

Last week's estimated truck build of 85,542 dropped 4.25 percent from the previous week's 89,339 but increased 11.93 percent over the year-ago week's 76,424.

Chrysler said it will end production next March of the Chrysler LeBaron and Dodge Lancer four-door hatchbacks built at its Sterling Heights, Mich., plant. The plant will continue to build the Plymouth Sundance and Dodge Shadow.

Canada notches truck record

Canadian truckmakers built 84,627 units in October, the most ever for that month. The previous record was 71,080 in 1987.

However, last month's production dipped 1.28 percent from the September total of 85,723, which was a record for that month.

October truck output increased 19.06 percent over the year-ago month's 71,080.

Last week's scheduled production of 21,350 trucks was slightly below the prior week's 21,471 but was 29.28 percent more than the year-ago week's 16,515.

Car output for October totaled 86,563, 1.79 percent more than the preceding month's 85,038 and 11.30 percent more than the year-ago month's 77,771.

Automakers targeted production of 21,071 units last week, 6.20 percent below the previous week's 22,463 but 19 units more than the year-ago week's 21,052.

So far this year, 904,301 cars have been completed, 36.64 percent more than the 661,830 built last year at this time.

U.S. CAR	Week Ended Nov. 5, 1986	Week Ended Nov. 7, 1987	Week Ended Oct. 29, 1986	Oct. Total	Jan. 1 to Nov. 5, 1986	Jan. 1 to Nov. 7, 1987
Alliance	0	0	0	0	0	15,904
Total Eagle	0	0	0	0	0	15,904
Horizon	1,800	779	1,524	6,404	60,150	36,891
Sundance	2,000	1,477	2,210	9,376	88,183	77,887
Reliant	2,300	3,662	2,345	9,464	78,001	112,226
Accclaim	600	0	307	627	1,082	0
Caravelle	0	532	0	33	9,285	38,585
Gran Fury	200	98	244	1,111	18,069	6,061
Total Plymouth	6,700	6,548	6,630	27,105	263,750	273,850
LeBaron K	0	897	0	0	7,912	57,357
LeBaron J	2,600	2,665	2,634	10,477	71,439	102,266
LeBaron GTS	200	411	111	844	8,134	33,962
N. Yorker E-Class	0	0	0	0	0	57,102
N. Yorker C-Class	2,300	1,731	2,450	9,407	90,332	9,154
Fifth Avenue	1,100	794	958	4,019	28,151	56,413
Total Chrysler	6,200	6,618	6,153	24,747	205,968	316,254
Omni	1,600	892	1,580	6,534	67,976	33,681
Daytona	1,700	1,767	1,756	7,118	66,476	55,914
Shadow	2,100	1,738	2,145	9,102	87,264	81,374
Aries	2,200	3,756	2,355	9,434	76,289	104,015
Dodge 600	0	729	0	0	6,549	35,252
Dynasty	2,900	388	2,955	11,449	93,528	1,902
Lancer	200	213	297	833	7,821	21,147
Spirit	600	0	160	323	825	0
Diplomat	300	237	340	1,353	10,583	12,530
Total Dodge	11,600	9,520	11,588	46,146	425,311	345,815
CHRYSLER MOTORS	24,500	22,686	24,371	97,998	895,029	951,713
Escort	11,118	9,433	9,530	42,991	351,726	332,712
Mustang	4,156	4,378	3,810	16,563	173,021	184,079
Tempo	3,429	4,154	3,869	16,281	158,046	118,977
Taurus	8,171	9,000	7,727	33,169	336,204	352,440
Thunderbird	1,499	3,341	1,051	2,294	94,512	135,886
Total Ford Div.	28,373	30,306	25,967	111,316	1,115,509	1,124,115
Lynx	0	0	0	0	0	21,352
Topaz	1,536	1,680	1,681	6,605	60,793	38,906
Cougar	1,511	3,334	1,024	2,296	73,915	120,523
Sable	2,825	2,568	2,728	11,680	115,242	105,083
Total Mercury	5,872	7,502	5,433	20,581	249,950	286,099
Continental	1,567	262	1,540	6,024	44,561	10,145
Mark VII	785	630	764	3,003	23,369	24,404
Lincoln	2,348	2,709	2,312	9,028	106,968	121,548
Total Lincoln	4,700	3,601	4,621	18,055	174,898	158,097
Total L-M Division	10,572	11,183	10,054	38,366	424,848	442,196
FORD MOTOR CO.	38,945	41,489	36,041	149,954	1,540,357	1,566,311
Skyhawk	1,147	1,059	4,490	4,934	22,437	29,667
Skyhawk/Somerset	1,765	1,548	1,543	5,265	44,126	56,972
Century	4,358	3,170	4,779	19,843	118,342	137,429
Regal (rwd)	0	640	0	0	0	37,359
Riviera	781	392	639	2,538	9,296	11,377
Electra	2,717	3,452	2,771	10,673	75,582	79,950
LaSalle (fwd)	2,925	2,333	2,925	12,805	116,189	126,487
LaSalle (rwd)	220	297	204	806	8,477	8,142
Regatta	260	0	230	1,002	8,512	0
Total Buick	14,173	12,891	17,581	57,866	402,963	487,383
Cimmarron	0	81	0	0	3,893	9,915
Eldorado	923	651	769	2,993	30,464	17,235
Seville	705	663	577	2,270	19,789	15,708
Brougham (rwd)	910	2,096	923	3,956	29,952	63,853
Deville (fwd)	4,616	3,446	4,460	17,600	133,758	120,293
Atlanta	75	50	75	315	1,759	3,970
Total Cadillac	7,229	6,967	6,804	27,134	219,415	230,974
Cavaliere	7,554	7,598	5,134	33,277	307,345	267,700
Carnaro	2,700	2,504	2,667	11,510	82,575	105,362
Celebrity	5,373	6,644	4,036	16,720	158,774	258,280
Corsica/Beretta	9,715	8,568	10,512	42,966	370,360	294,074
Monte Carlo	0	1,816	0	0	0	63,748
Caprice	4,200	5,426	4,164	17,988	178,961	163,325
Corvette	530	646	540	2,314	19,549	24,267
Total Chevrolet	30,072	33,202	27,053	124,775	1,117,564	1,176,756
Calaie	3,035	3,064	3,176	10,056	99,616	100,882
Firenza	0	515	0	0	5,230	12,170
Cutlass Ciera	1,610	1,154	1,533	6,109	27,744	105,127
Cutlass Supreme	3,610	1,492	3,607	15,154	123,179	96,048
Toronado	393	439	320	1,271	13,216	13,524
88 (fwd)	3,934	3,746	3,384	15,041	135,693	154,957
88 (rwd)	115	434	174	742	9,720	12,428
Olds 98	1,872	1,962	1,926	7,441	63,303	60,469
Total Oldsmobile	14,569	12,826	14,120	55,814	477,791	529,023
Sunbird	2,731	2,155	2,787	11,604	93,951	75,035
Grand Am	5,256	6,008	5,998	24,408	207,357	215,255
Firebird	1,720	1,461	1,507	6,725	55,532	68,083
Grand Prix	4,060	0	4,000	16,812	122,227	0
Pontiac 6000	2,056	1,248	2,278	12,519	78,916	63,466
Bonneville	3,582	1,961	2,983	13,567	103,613	111,926
Safari/Pontiac	105	160	107	429	6,650	8,269
Fiero	0	1,085	0	0	13,297	27,869
Total Pontiac	19,510	14,118	19,680	86,064	681,543	589,923
GENERAL MOTORS	85,553	80,024	85,216	351,653	2,896,276	2,984,059
HONDA	7,480	6,734	7,925	31,250	315,012	278,913
Civic	2,504	1,496	2,617	10,888	93,290	77,163
Accord	4,986	5,238	5,308	20,562	221,722	201,750
MAZDA*	5,707	257	5,429	23,072	130,006	1,578
NISSAN	2,080	1,188	2,012	9,810	95,939	105,282
NUMMI	1,250	3,680	1,327	3,471	115,760	186,514
Corolla	1,250	1,083	1,327	3,471	45,190	36,970
Nova	0	2,577	0	0	70,567	129,544
VOLKSWAGEN	0	2,006	0	0	35,987	54,313
Golf/GTI	0	1,306	0	0	30,444	41,170
Jetta	0	700	0	0	5,553	13,143
Total Cars, U.S.	185,505	158,044	182,323	667,208	6,027,376	6,118,681
Total Cars, Canada	21,071	21,052	22,463	86,563	904,301	661,830
U.S., Canada Cars	186,576	179,096	184,786	753,771	6,931,677	6,780,511
U.S., Canada Cars and Trucks	293,468	272,035	296,596	1,193,836	11,239,746	10,782,953

*Monthly estimates may contain error of one or two units due to rounding.
*Total includes the Mini and Fiat Prato.

CANADIAN CAR	Week Ended Nov. 5, 1986	Week Ended Nov. 7, 1987	Week Ended Oct. 29, 1986	Oct. Total	Jan. 1 to Nov. 5, 1986	Jan. 1 to Nov. 7, 1987
Eagle	0	0	0	0	0	0
Premier	1,275	0	1,342	4,979	51,349	0
CHRYSLER MOTORS	1,275	583	1,342	4,979	51,349	6,938
Escort	0	0	0	0	0	0
Lynx	0	0	0	0	0	0
Tempo	3,265	0	3,651	13,538	148,083	0
Topaz	1,631	0	1,645	6,674	58,466	0
Crown Victoria	2,773	0	2,758	11,154	109,475	0
Grand Marquis	2,967	0	2,904	11,706	111,407	0
FORD MOTOR CO.	10,656	8,649	10,958	43,072	427,431	364,966
Celebrity	431	0	601	2,346	17,988	0
Cutlass Ciera	3,484	0	3,546	13,503	193,672	0
Cutlass Supreme	0	0	0	0	0	0
Grand Prix	0	0	0	0	0	0
Pontiac 6000	0	0	0	0	29,080	0
Regal	3,565	0	4,325	16,539	139,759	0
GENERAL MOTORS	7,480	11,220	8,472	32,388	381,109	269,270
Civic	1,480	0	1,511	5,404	37,246	0
Accord	0	0	0	0	1,828	0
HONDA	1,480	400	1,511	5,404	39,074	12,658
VOLVO	180	0	180	720	5,336	7,999
Total Cars, Canada	21,071	21,052	22,463	86,563	904,301	661,830
U.S. TRUCK*	Week Ended Nov. 5, 1986	Week Ended Nov. 7, 1987	Week Ended Oct. 29, 1986	Oct. Total	Jan. 1 to Nov. 5, 1986	Jan. 1 to Nov. 7, 1987
Caravan	2,000	0	2,375	3,551	77,746	0
Dekota	2,300	0	2,423	10,120	92,499	0
Mini-Ram Van	100	0	257	392	10,519	0
Pickups	2,300	0	2,422	10,121	71,002	0
Total Dodge	6,700	8,496	7,477	24,184	251,766	261,351
Cherokee	3,700	0	4,596	18,993	157,997	0
Comanche	700	0	854	3,700	38,105	0
Grand Wagoneer	300	0	350	1,470	11,902	0
Pickups	0	0	0	0	0	0
Wagoneer	200	0	232	1,011	9,345	0
Total Jeep	4,900	4,544	6,032	25,174	217,349	192,359
Voyager	1,800	0	2,133	3,195	72,344	0
Total Plymouth	1,800	0	2,133	3,195	71,709	0
CHRYSLER MOTORS	13,400	13,040	15,642	52,553	537,913	453,710
Aerostar	2,686	0	3,475	19,265	176,783	0
Bronco	1,255	0	1,430	4,856	46,814	0
Bronco II	2,680	0	2,477	6,088	103,024	0
Econoline	5,148	0	5,600	23,817	206,608	0
Heavy trucks	1,303	0	1,310	5,307	56,103	0
Light trucks	9,796	0	10,895	44,482	419,737	0